



El Camino College
COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	107
Descriptive Title:	Effective English for Business
Division:	Business
Department:	Office Administration
Course Disciplines:	Business, Business Education, Management
Catalog Description:	This course is a study of written English skills that are critical to communicate successfully in a business environment. Focus is placed on English grammar, usage, and sentence structure.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade only
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	No
Effective Date:	
General Education: ECC	Area 4A - Language and Rationality: English Composition
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	

Term:	
Other:	
Student Learning Outcomes:	<p>SLO #1 Business Grammar</p> <p>Identify the commonly recognized eight parts of speech as used in the language.</p> <p>SLO #2 Business Correspondence</p> <p>Demonstrate the ability to use proper grammar, sentence and structure, and punctuation when composing typical business correspondence.</p> <p>SLO #3 Composition Errors</p> <p>Identify and correct composition errors (grammar, sentence structure and punctuation) in various types of business correspondence.</p>
Course Objectives:	<ol style="list-style-type: none"> 1. Analyze business situation and identify appropriate written response. 2. Demonstrate the ability to identify and correct errors in business correspondence. 3. Compose cohesive paragraph with a topic sentence and five supporting sentences that provide necessary detail and form an effective business communication. 4. Develop individual writing style by varying sentence patterns and using appropriate vocabulary.
Major Topics:	<p>I. Elements of a Sentence (9 hours, lecture)</p> <p>A. Identify each element of a sentence and four different sentence patterns</p> <p>B. Correct basic errors in sentence construction such as fragments and run-on sentences</p> <p>II. Understand Function of Nouns and Pronouns (6 hours, lecture)</p> <p>A. Differentiate common and proper nouns</p> <p>B. Create possessive form of a noun</p> <p>C. Correctly use pronouns in place of a noun and ensure pronoun agrees with antecedent</p> <p>D. Understand use of possessive pronouns</p> <p>III. Understand Function of Verbs (6 hours, lecture)</p> <p>A. Identify various types of verbs and differentiate active and passive voice</p> <p>B. Use present, past, and future tense of verbs correctly</p> <p>C. Ensure the verb agrees with subject</p> <p>IV. Understand Function of Adjectives and Adverbs (6 hours, lecture)</p> <p>A. Identify function of adjective and adverb in a sentence</p> <p>B. Use articles correctly</p> <p>C. Construct sentences to avoid double negatives</p> <p>V. Understand Function of Prepositions (3 hours, lecture)</p> <p>A. Correctly use preposition to show relationship of noun and other words in a sentence</p> <p>B. Use idioms correctly</p> <p>VI. Understand Function of Conjunctions (3 hours, lecture)</p> <p>A. Compose complex sentences and add variety to a paragraph</p> <p>B. Correctly use coordinating conjunctions and conjunctive adverbs in compound sentences</p>

	<p>VII. Understand Punctuation (9 hours, lecture) A. Understand standard and special uses of commas including use in quotation, numerals, and to create clarity B. Use semicolons correctly in compound sentences C. Use colons appropriately for a list and specific expressions D. Use correct punctuation to end a sentence</p> <p>VIII. Understand Capitalization and Numbers (6 hours, lecture) A. Understand use of capital letters for business correspondence B. Know special rules and exceptions such as geographic locations, degrees, and seasons</p> <p>IX. Understand Standard Business Document Formats (6 hours, lecture) A. Use various written formats correctly including: e-mail messages, letters, envelopes, and memos B. Use letterhead appropriately</p>
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	<p><u>A Well Structured Paragraph</u></p> <p>A job interview is an opportunity to explain your qualifications and preparing what you say is critical to your success. To help prepare for an important interview write a paragraph for each of the following common interview questions. Each paragraph should provide you with a "script" so you can practice your delivery before the interview. Make sure each paragraph begins with a topic sentence. Then, write four to six additional sentences that provide further details and show you are the best candidate. The last sentence in your paragraph should summarize the key points. Here are the questions:</p> <p>Tell me a little about your background and/or experience.</p> <p>If I interviewed your co-workers or professors, what would they say about you?</p> <p>Why should I hire you for this position?</p> <p>What is your greatest strength?</p> <p>The four, descriptive and well-structured paragraphs should fill one to two pages, single-space.</p>
Critical Thinking Assignment 1:	<p><u>Adjectives and Adverbs Help Sell Your Product</u></p> <p>Part A: Ink-O-Rama sells replacement ink for laser printers. The organization's business strategy is based on a no-name, low price strategy. To increase sales Ink-O-Rama hired you to advertise their ink cartridges and sell them on eBay. Write a descriptive six to eight sentence summary of a replacement ink cartridge to post on eBay. Your summary should</p>

	<p>motivate price sensitive shoppers to buy your product. Make sure to include a descriptive heading.</p> <p>Part B: D-lux Ink sells replacement ink for laser printers. The organization's business strategy is based on high quality, brand name replacement ink cartridges including HP, Xerox, Cannon, and Epson. Your customers demand efficient service, high quality products and are willing to pay extra for it. Write a descriptive six- to eight-sentence summary of a replacement ink cartridge to post on eBay. Your summary should attract customers to consider your high quality, brand name product. Make sure to include a descriptive heading.</p>
Critical Thinking Assignment 2:	<p><u>Demonstrating Your Writing Style</u></p> <p>Now, consider the company strategies of Ink-O-Rama and D-lux, both which sell replacement ink cartridges. (Ink-O-Rama's business strategy is based on a no-name, low price strategy. D-lux's business strategy is based on high quality, brand name replacement ink cartridges.) Assuming you need a new ink cartridge for your printer, which product would you purchase and why? Why do some consumers prefer to spend more money for a brand name product even when the no-name alternative is essentially the same product and less expensive? Explain your answers in a one-page summary. Your summary should demonstrate several of the English grammar concepts discussed in this course. Specifically, make sure to correctly use all parts of speech and punctuation, including commas. Express numbers correctly and proofread carefully to catch and correct any errors.</p>
Other Evaluation Methods:	Multiple Choice, True/False, Written Homework
Instructional Methods:	Discussion, Lecture, Multimedia presentations, Other (specify)
If other:	
Work Outside of Class:	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Guffey and Seefer, <u>Business English</u> , 13th ed., South-Western Publishing, 2017 (Discipline Standard)
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding	

course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English 1A
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	<p>This course involves reading college level textbooks, developing projects, and answering essay questions. A student’s success in this class will be enhanced if they have these skills.</p> <p>Summarize, analyze, evaluate, and synthesize college-level texts.</p> <p>Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Mercedes R. Henderson
Date:	06/01/1973
Original Board Approval Date:	Spring 1973
Last Reviewed and/or Revised by:	David Pahl
Date:	09/14/2023
Last Board Approval Date:	11/20/2023
Effective Term:	FALL 2024